

WATERMARKED PRINTED OBJECTS AND METHODS**Abstract of the Disclosure**

5 A printed object is steganographically encoded with plural-bit data. When presented to
a computer system with an optical sensor, the plural-bit data is decoded and used to trigger
various functionality. For example, the system can link to a remote data store containing
updated contact information for the person – contact information that is updated during the
day as the person's activities make different contact information appropriate at different
times. A great variety of other arrangements, some employing other steganographically
10 encoded objects, are also detailed.

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